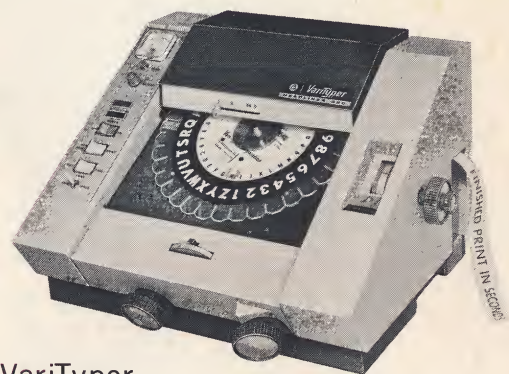


This
entire folder
was composed on
these VariTyper
Machines.....



VariTyper 270 For composing body type
in hundreds of different styles and sizes.



VariTyper
HEADLINER 820 For composing heading
type in sizes from 10 points to 84 points,
in hundreds of different styles.

These latest models
in the world's most extensive line
of 'cold-type' composing machines
embody operating features that speed
and simplify economical production
of professional looking text and
heading type right in your own office.

AM VariTyper
SUBSIDIARY OF
ADDRESSOGRAPH MULTIGRAPH CORP.

720 FRELINGHUYSEN AVENUE • NEWARK, NEW JERSEY 07114

PRESENTING
THE NEW

VariTyper Type Face

SERIES 470
GOTHIC LIGHT COND.

The VariTyper Gothic Light Condensed type
face provides a complementary series to the popular
430 Gothic Medium Condensed series. It is especially
useful in composition of tabular and statistical
material and ruled forms, where quick and accurate
readability is of prime importance. The new 470 series
also meets the need for a condensed gothic face that
is easily read in continuous text.





Varityper

SERIES 470

GOTHIC LIGHT CONDENSED

12 PT. GOTHIC LIGHT CONDENSED	470-12
12 CHARACTERS PER INCH	
ABCDEFGHIJKLMNOPQRSTUVWXYZ&	
abcdefghijklmnopqrstuvwxyz	
@#&'?!.,:;-- 1234567890 ¢\$*(/)%¼½¾	
10 PT. GOTHIC LIGHT CONDENSED	470-10
14 CHARACTERS PER INCH	
ABCDEFGHIJKLMNOPQRSTUVWXYZ&	
abcdefghijklmnopqrstuvwxyz	
@#&'?!.,:;-- 1234567890 ¢\$*(/)%¼½¾	
8 PT. GOTHIC LIGHT CONDENSED	470-8
16 CHARACTERS PER INCH	
ABCDEFGHIJKLMNOPQRSTUVWXYZ&	
abcdefghijklmnopqrstuvwxyz	
@#&'?!.,:;-- 1234567890 ¢\$*(/)%¼½¾	

■ The specimens at the right illustrate the Gothic Light Condensed type face in use. The 430 Gothic Medium Condensed series has also been used to illustrate the way in which emphasis can be achieved through contrast.

When unit spacing type fonts are used in justified composition the appearance of the work can often be improved by using a horizontal spacing one number higher than that specified for the type. For example, the text specimen at the right was composed at 16 characters per inch instead of 14 per inch which is normally specified for the 470-10 type font.

Financing of this broad development program will require increasing allotments every year.

Anticipated Income and Expenditures
From Special County-Wide Library Levy

	Yield	Building	Maintenance	Operating
1962	\$460,000	\$300,000	\$50,000	\$110,000
1963	470,000	275,000	50,000	145,000
1964	480,000	250,000	50,000	180,000
1965	490,000	225,000	50,000	215,000
1966	500,000	200,000	50,000	250,000
1967	510,000	175,000	50,000	285,000
1968	520,000	150,000	50,000	320,000
1969	530,000	125,000	50,000	355,000
1970	540,000	100,000	50,000	390,000

The business world has become more and more involved in the paperwork for their statistical and financial reports. These reports have become a source of constant and continuing aggravation to businesses every day. The Varityper Corporation has long been developing equipment to assist the entire business world.

LEAVE PARKING LOT		LEAVE BUS TERMINAL	
8.00	3.48	8.15	4.06
8.20	4.00	8.35	4.18
8.40	4.12	8.55	4.30
9.00	4.24	9.15	4.42
9.20	4.36	9.35	4.54
9.40	4.48	9.55	5.06
10.00	5.00	10.15	5.18
10.12	5.12	10.30	5.30
10.24	5.24	10.42	5.42
10.36	5.36	10.54	5.54
10.48	5.48	11.06	6.06
11.00	6.00	11.18	6.18
11.12	6.12	11.30	6.30
11.24	6.24	11.42	6.45
11.36	6.36	11.54	7.00
11.48	6.50	12.06	7.15
12.00	7.05	12.18	7.30
12.12	7.20	12.30	7.45
12.24	7.35	12.42	8.00
12.36	7.55	12.54	8.20
12.48	8.15	1.06	8.40
1.00	8.35	1.18	9.00
1.12	8.55	1.30	9.20
1.24	9.15	1.42	9.40
1.36	9.35	1.54	10.00
1.48	9.55	2.06	10.20
2.00	10.15	2.18	10.40
2.12	10.35	2.30	11.00
2.24	10.55	2.42	11.20
2.36	11.15	2.54	11.40
2.48	11.35	3.06	12.00
3.00	12.00	3.18	12.20
3.12	12.20	3.30	12.45
3.24	12.45	3.42	1.05
3.36	1.05	3.54	1.25
	1.25		1.45

A.M. - Light face type
P.M. - Bold face type
SUBJECT TO CHANGE

470-10



**...make your
office typist a member
of your drafting room team**



*"Our draftsmen
welcomed this relief from
tedious, time consuming
hand lettering....."*

"The task of hand lettering all the 'call-outs', specifications, bills of material, etc., grew more complex as the new, high-speed reproduction methods came into use. Microfilming, for example, made it especially important to slow down the hand lettering to insure the detailed sharpness that the stages of great reduction and great enlargements required.

"All that is changed now – and we enjoy a combination of stepped-up production and minimized fatigue among our draftsmen."



A black and white photograph of a woman with dark hair, smiling and looking towards the camera. She is seated at a desk, operating a large, complex mechanical lettering machine. The machine has a keyboard and a large horizontal carriage that holds a sheet of paper. The woman's hands are on the keyboard and the carriage. The machine is mounted on a desk.

"Now...she letters up all our tracings..."

'AND ALLOWS OUR DRAFTSMEN TO
CONCENTRATE ON MORE CREATIVE ASSIGNMENTS'

Any drawing from 'A' to 'E' size, and even large roll sizes, can easily be accommodated in the 24" open-end carriage of the VariTyper Engineering Lettering Machine.

● Too frequently, the skill and time of a draftsman is dissipated in tedious hand lettering. Now, that assignment can be turned over to your office typist who can turn out the lettering four times faster, more legibly, sharper and with greater uniformity than you ever realized possible.



Varityper[®] 360

ENGINEERING LETTERING MACHINE

- Whatever reproduction methods are specified, diazo, micro-film or photo-offset, the VariTyper Engineering Lettering Machine will provide the lettering, rapidly, economically and with uniformly high quality. Type styles are designed for top quality reproduction, even with the use of very small type sizes. The dense black impression of each character assures perfect reproduction, even under the precise requirements of micro-film. VariTyper lettering on most imaging materials is permanent, yet is easily erased and retyped when necessary.

...your typist is already familiar with many of the VariTyper operating features.

ABC
123
AB
AB
AB
ABC
ABC
ABC
ABC
ABC
ABC
ABC
ABC
ABC
ABC
ABC
ABC
ABC
ABC
ABCD

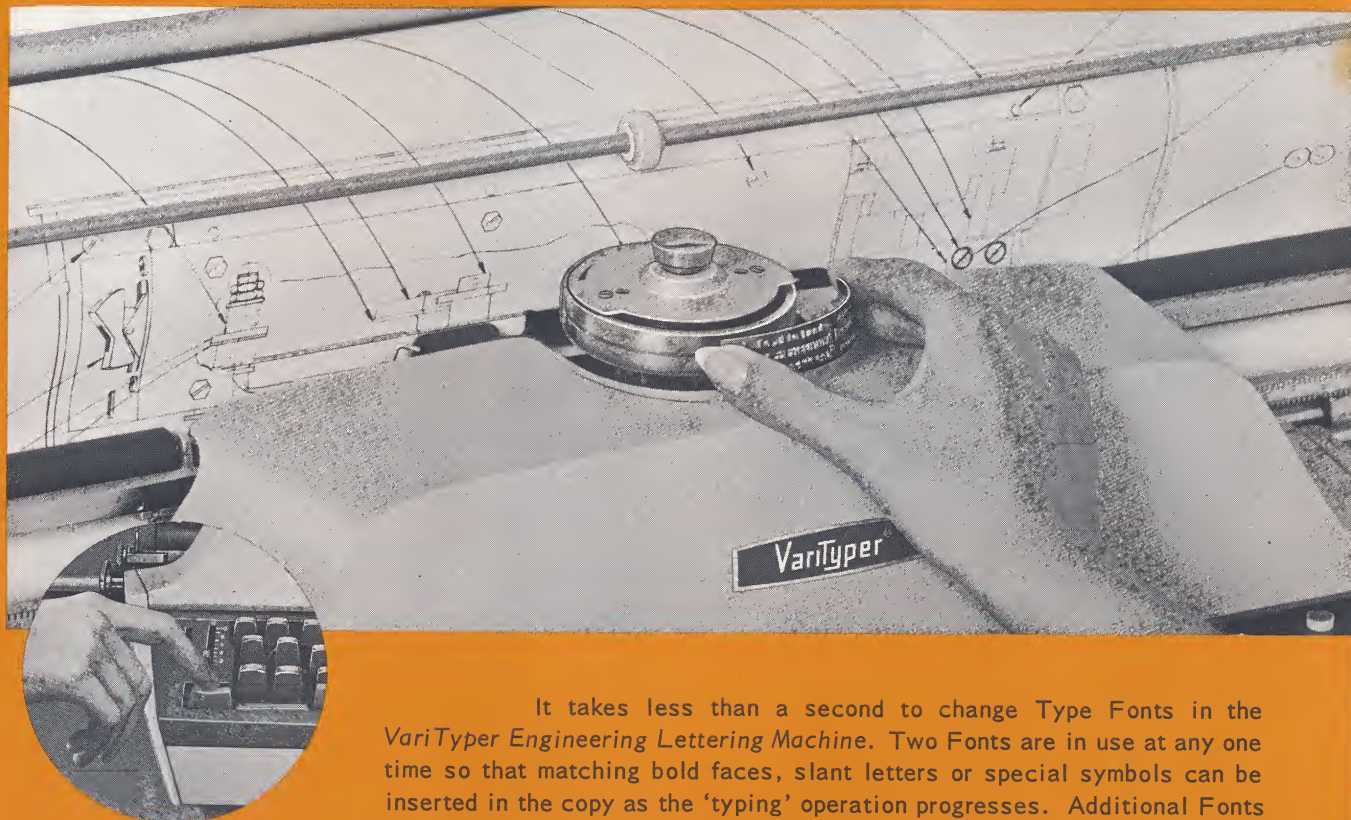


Just a few of the many

ABCDEFGH IJKLMNOPQRSTUVWXYZ & . ,
 12345 " ' # \$ @ $\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$ % & ! & _ * ? : ; (/)
 ABCDEF ABCDEF 123456 ° ± ÷ ÷ + - ×
 ABC abc 123 < > Δ [] I Ω φ √ ~ ° + = ± - ' °
 ABCDEF ABCDEF 123456 ° ± ÷ ÷ + - ×
 ABCDEF abcdef 123456 # " ' - _ (/) % $\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$
 ABCDEF ABCDEF 12345 : # " ' - _ (/) % $\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$
 ABCDEF abcdef 12345 : # " ' - _ (/) % $\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$
 ABCDEF abcdef 12345 : # " ' - _ (/) % $\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$
 ABCDEF abcdef 12345 : # " ' - _ (/) % $\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$
 ABCDEF abcdef 12345 ° " ' - _ × $\frac{1}{8}$ $\frac{3}{8}$ $\frac{5}{8}$ $\frac{7}{8}$ $\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$
 ABCDEF abcdef 12345 : # " ' - _ (/) % $\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$
 ABCDE abcde 123 @ # & ' ' ? ! . , ; - - ¢ \$ * (/) % $\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$
 ABCDEF abcdef 12345 ° " ' * ' & + = - _ . , : # (/) % $\frac{3}{4}$
 ABCDE abcde 123 @ # & ' ' ? ! . , ; - - ¢ \$ * (/) % $\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$
 ABCDEF abcdef 12345 @ # & ' ' ? ! . , ; - - ¢ \$ * (/) % $\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$
 ABCDEF abcdef 12345 @ # & ' ' ? ! . , ; - - ¢ \$ * (/) % $\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$
 ABCDE abcde 1234 @ " ' ° . , ; - - × * (/) $\frac{1}{8}$ $\frac{3}{8}$ $\frac{5}{8}$ $\frac{7}{8}$ $\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$
 ABCDEF abcdef 12345 @ # & ' ' ? ! . , ; - - ¢ \$ * (/) % $\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$

Instantly Changeable Type Fonts

HUNDREDS OF DIFFERENT STYLES AND SIZES
INCLUDING SCIENCE, TECHNICAL AND MATH SYMBOLS



Lines and Leaders Ruled Automatically

Any style of line or leader can be ruled automatically on the VariType Machine. Simply insert the Type Font bearing the line or leader segment desired and press the button, the rest is automatic.

It takes less than a second to change Type Fonts in the VariType Engineering Lettering Machine. Two Fonts are in use at any one time so that matching bold faces, slant letters or special symbols can be inserted in the copy as the 'typing' operation progresses. Additional Fonts are inserted in the machine in a second or two. This unique changeable type feature of the VariType Machine is coupled with a wide variety of instantly variable horizontal and vertical spacings to match the specifications of the type selected and of any particular job.

Changeable type styles and sizes mean that all your engineering lettering requirements can now be met with one machine — from large, bold headings to footnotes . . . from bills of materials to call-outs.

The wide selection of VariType Type Fonts for engineering lettering is designed to meet the most exacting government and industrial specifications. That is why the VariType Engineering Lettering Machine is the accepted method of lettering in hundreds of drafting rooms today.

JUST A FEW OF THE
MANY FAMOUS
VARITYPER USERS



The Organization Behind Your *Varityper* Machine...

A WORLD-WIDE SYSTEM OF SERVICE BY FACTORY TRAINED TECHNICIANS



The VARITYPER Corporation introduced the world's first office type composing machine. Its world-wide fame as the 'pioneer of Cold Type' has long since been capped with acknowledged leadership in this important phase of the Graphic Arts. VARITYPER equipment, today, produces a staggering bulk of the world's reading matter – in almost every country of the world – in as many different languages. The U. S. Government, in both its civilian and military operations, has made the VARITYPER method an integral part of its communications program.

VARITYPER service is as near as your telephone. Factory trained service technicians assure uninterrupted performance wherever you are located. Your operators are trained by instructors especially qualified in modern teaching techniques, giving your personnel a valuable understanding of typographic techniques as well as operating fundamentals.

Your VARITYPER machine will permit you to reap the benefits of this important development in the art of producing the printed word with unmatched speed and at the lowest cost. The VARITYPER Corporation is a subsidiary of Addressograph Multigraph Corp.

*Branch Offices in all principal cities . . .
coast-to-coast in the United States and Canada.
Sales and service offices throughout the world.*

 **Varityper**
SUBSIDIARY OF
ADDRESSOGRAPH MULTIGRAPH CORP.

720 FRELINGHUYSEN AVENUE,
NEWARK, NEW JERSEY 07114

THE TYPE IN THIS FOLDER WAS COMPOSED ENTIRELY
ON VARITYPER EQUIPMENT. LITHO IN U.S.A.